



Bohse Tips: Board of Directors Series

## **New Dimensions in Non-Profit Governance: The 3-G Board**

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There are more than 1.2 million not-for-profit organizations in the United States today—about one for every 182 Americans. This is one of the fastest growing segments of our economy, one of the most challenging and one of the most competitive in terms of finding the money to create sustainability.

The equation is simple. The issues that non-profits address are growing by leaps and bounds. Demand for services is increasing. Giving is rising ever so slightly and about 30,000 new non-profits are being created annually. There is more to be done and less money to go around.

As organizations struggle to remain financially viable and go about making organizational improvements, they often overlook the one area of greatest potential advantage—their board of directors. The role of non-profit boards in general is not evolving at a pace anywhere near the increase in financial pressures.

At Bohse & Associates, we believe that a key to sustainability is the 3-G Board—a board whose members Give, Get or Get Off. It's that simple. If a board member refuses to get involved in building the donor constituency, to secure money, goods, services, or professional volunteers to assist the Executive Director and staff in fundraising or to engage in fundraising activities, they should be asked to resign—no ifs, no ands and no buts.

Boards whose members personally give to the organization at a 100 percent rate, boards who build individual donor constituency and boards who demonstrate growth in average annual gifts from individuals are those who are favored by foundations and corporations.

**Is your board a 3-G Board?**